

# the Newsletter



**STAT USA**®

Spring/Summer 2003

## The New & Improved BuyUSA

### *A Business Matching Program*

*As a business owner how easily can you access global markets?*

**BuyUSA** ([www.buyusa.com](http://www.buyusa.com)), an online business matching service from the U.S. Commercial Service of the U.S. Department of Commerce (USDOC), makes it easier by allowing your company to find new international sales contacts while promoting itself worldwide. It's one of the many export assistance programs offered by the U.S. Commercial service, which helps small and medium-size U.S. companies find new export markets and international business partners.

BuyUSA brings international buyers and U.S. exporters together in a user-friendly online matchmaking environment. The pricing and features are geared toward the needs of small and medium sized firms, providing real-world assistance to help U.S. exporters move into international markets. BuyUSA is also linked to the U.S. government export portal, [Export.gov](http://Export.gov), where U.S. exporters can learn about the export process, locate market research, and find trade events.



Sarita Moore, of STAT-USA, checks BuyUSA for new domestic companies registering for the service

BuyUSA has been helping companies find new international business since 2001, but the USDOC has just upgraded its technology to offer customers better service. The new system, based on the Global Technology Network technology developed by the U.S. Agency for International Development (USAID), is simple to use and allows the USDOC to offer the BuyUSA subscription for only \$50 per year for the U.S. exporters' subscription.

Registration on BuyUSA is simple and can be done online at [www.buyusa.com](http://www.buyusa.com). BuyUSA registration includes:

- **Instant access to qualified trade partners**
- **Email notices of new trade leads**
- **Customized Trade Counseling** from trade specialists in the U.S. and around the world
- **Personalized MyBuyUSA** to submit and track trade leads, update your company profile, and correspond with qualified buyers and suppliers in your industry

*STAT-USA has been supporting the new effort by working with domestic companies during the registration period. Visit [www.buyusa.com](http://www.buyusa.com) or call 866-855-8666 for more information.*

### Learn more about our products and services online!

#### **STAT-USA®/Internet™**

Our flagship service, STAT-USA/Internet contains all of the information available on the National Trade Data Bank (NTDB)® as well as U.S. economic releases.

#### **USA Trade® Online**

Delivers the most current U.S. merchandise trade data available within minutes of its release.

#### **EuroTrade Online™**

A wonderful complement to USA Trade Online, this service offers export and import trade data from Eurostat, the official European statistical agency.

**check out [www.stat-usa.org](http://www.stat-usa.org)**

# U.S. Export Assistance Centers

## *A Resource At Your Doorstep*

**U.S. Export Assistance Centers** are branch offices of the U.S. Department of Commerce, designed to assist small and medium sized businesses with their exporting needs. These offices are located throughout the country, and many are in major metropolitan areas such as Atlanta, New York City, Dallas, Miami, and New Orleans.

In 1992, then President Bush, signed the **Export Enhancement Act**. This Act instructed the U.S. Department of Commerce to cultivate it's U.S. & Foreign Commercial Service offices into centers where exporters could gather information on all available U.S. export assistance programs. In 1994, four pilot Export Assistance Centers were opened in Baltimore, Chicago, Long Island, and Miami. They had an immediate impact on the small businesses in their areas, and the program has continued to grow since.

The centers offer personalized and individual assistance for companies seeking to expand their export businesses or those who may be just starting out. They are staffed with employees of the Department of Commerce and the Small Business Administration (SBA) trained specifically to assist companies in their exporting endeavors. Trade specialists at each office can provide information on trade leads, associations, as well as contacts in other government and private agencies to help you strengthen your position in the global marketplace.

You can find a directory of the U.S. Export Assistance Centers through the **National Export Directory (NED)** located on the main GLOBUS & NTDB page under "Contacts".

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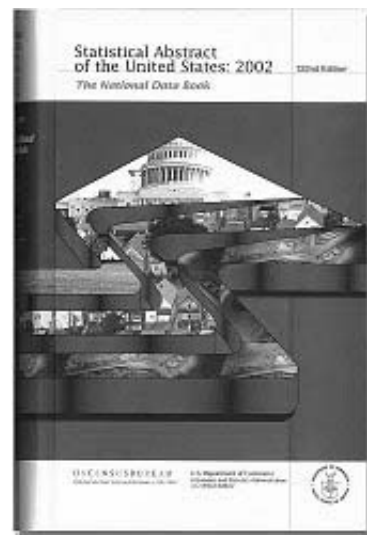
### Reconstructing Iraq

On May 1, 2003, President Bush declared the war in Iraq to be over. The U.S. has now turned its efforts to reconstructing Iraq and it's economy. To keep up-to-date with the rebuilding efforts and U.S. companies currently doing business in Iraq, read the **Business Guide for Iraq**. The guide covers the reconstruction efforts, important contacts, sanctions and export controls among, other things.

The **Business Guide for Iraq** can be found on the main GLOBUS & NTDB page of STAT-USA/Internet under the Trade News section

## Statistical Abstract Updated!

STAT-USA is now selling the 2002 Statistical Abstract CD-ROM!



The Statistical Abstract is a trusted resource describing the current social, economic, and political climate of America. The data tables contain information from over 300 different sources, including government and private organizations, and are available in multiple formats for easy dissemination.

To order this latest edition, call STAT-USA offices at **1-800-STAT-USA** or order via the website at <http://www.stat-usa.gov>

### EuroTrade Online Gets A Face Lift!

When you log in to check on the latest merchandise trade data between the European Union, you will notice a change! We've given EuroTrade Online a new look! While still keeping customers informed with current import and export statistics, we've modified the homepage for easier use and quicker access to the information.

Please email us at [statmail@esa.doc.gov](mailto:statmail@esa.doc.gov) with any comments you may have on the new look of EuroTrade Online!

### Coming Soon!

The **Survey of Current Business** database on STAT-USA/Internet will be undergoing some major revisions in the upcoming weeks. STAT-USA has been working directly with the Bureau of Economic Analysis to once again provide customers with one of the most popular online periodicals. Within the next few weeks, expect to see a lot of updates to this publication in the State of the Nation Library. Notices will be posted in Economic News when the work is complete.

# STAT-USA SUMMER SALE!

*Helping You To Beat the Heat With This Cool Deal*



For a limited time, when you purchase an annual subscription to both



and



STAT-USA will give you a **10%** discount off the higher priced service!

*The savings aren't just limited to new customers!*

If you already have an existing annual subscription or site license to either product, you too are eligible for the sale, when you add a similar annual subscription to the other product. Got an individual license to use STAT-USA/Internet? Get ten percent off a new USA Trade Online account! Have a USA Trade Online site license account? Add a STAT-USA/Internet site license account for ten percent off of that price!

You can save anywhere from **\$18** to **\$450**!

Hurry, because when the temperature starts to cool, so will these prices! The sale lasts until **August 31, 2003**.

**Terms and Conditions:** *The summer sale is from July 1, 2003 until August 31, 2003. **Orders postmarked on or before August 31, 2003** will be accepted.*

*The discount applies to annual subscribers and site licenses only. Quarterly, monthly, and consortia accounts are excluded. The discount rates are only for the first year of the subscription. Regular rates will apply for additional years.*

*Current site license customers adding a new service will be required to purchase an account of equal IP coverage.*

*Sale orders must be either be mailed, faxed, or called in via the STAT-USA hotline (1-800-STAT-USA or 202-482-1986). On-line ordering is not applicable for the sale price.*

## STAT-USA News in Brief

**Zip File Test** - We will be posting **US Export Sales** in two formats, the familiar self-extracting file (EXPSALES.EXE) as well as a zip file (EXPSALES.ZIP), effectively with the July 24th release. The contents of both files are the same. If you have any questions or comments please email [statmail@esa.doc.gov](mailto:statmail@esa.doc.gov) or call our office at **1-800-STAT-USA**.

**Syndicate USA News** - Using our new ICE interchange system, STAT-USA has updated the releases available for customers using Syndicate USA. We can now "push" GDP, trade, and employment releases to customers at press time! Call 1-800-STAT-USA for more information.

**Focus Groups** - STAT-USA has hosted two very successful focus groups on STAT-USA products and services. We were thrilled with the turn-out and the feedback we received. If you have some ideas or comments about STAT-USA products, or would like to attend a future focus group, please email [statmail@esa.doc.gov](mailto:statmail@esa.doc.gov) with the subject "FOCUS GROUPS".

# the Newsletter

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**The Newsletter** is a complimentary publication from STAT-USA as a service to its customers.

STAT-USA is a division of the U.S. Commerce Department's Economics and Statistics Administration.

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